

What is claimed is:

1. A method for soliciting charitable donation for an organization or a person from on-line shoppers during electronic commerce, the method encouraging and
5 motivating the shoppers to make a donation to a charitable cause, the method comprising the steps of:

hosting a website having information about a fundraising campaign or an organization;

one or more electronic catalogs listing one or more items or events that are
10 available for purchase by the on-line shoppers through the web site;

browsing through the catalog and selecting one or more items that are to be purchased;

purchasing one or more selected items;

providing one or more suggestions on the amount of donation, the suggestions
15 intended to encourage and motivate a shopper to make a donation;

determining whether to make a voluntary donation to the charitable cause; and making a donation to the charitable cause.

2. The method as recited in claim 1, further comprising the step of displaying
20 one or more virtual plaques honoring donors.

3. The method as recited in claim 2, further comprising the step of updating the virtual plaques when a donation is made.

4. The method as recited in claim 1, further comprising the step of providing information about the amount of money the fundraising campaign intends to raise and the plans regarding the amount raised.

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5. The method as recited in claim 1, further comprising the step of suggesting a donation amount that will allow the charity to reach its goals.

6. The method as recited in claim 1, further comprising the step of providing
10 information about the average amount of donation from prior donors.

7. The method as recited in claim 1, further comprising the step of providing reviews written by prior donors about the charitable causes and their donations.

15 8. The method as recited in claim 1, further comprising the step of allowing donors to write reviews about the charitable cause and their donation.

9. The method as recited in claim 1, further comprising the step of identifying the geographic location of a donor.

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10. The method as recited in claim 9, further comprising the step of providing information about charitable activities that the charity is involved in the donor's location.

11. The method as recited in claim 1, further comprising the step of providing
a record of the donor's prior donation history.

12. The method as recited in claim 1, further comprising the step of providing
5 information about the donor's prior donation amount.

13. The method as recited in claim 1, further comprising the step of
suggesting a donation amount that is a predetermined percentage of the total amount of
purchase.

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14. The method as recited in claim 1, further comprising the step of providing
information about the amount of donation made by the donor's friends, family or co-
workers.

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15. The method as recited in claim 1, wherein the organization is a charitable
organization.

16. The method as recited in claim 1, wherein the organization is a political
action committee.

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17. The method as recited in claim 1, wherein the organization is a political
organization.

18. The method as recited in claim 1, further comprising the step of providing a report having tax related information, the report including the amount of charitable donation and the amount that is tax deductible.

5 19. The method as recited in claim 18, further comprising the step of e-mailing the report to the donor.

20. A method for soliciting a charitable donation for an organization or a person from on-line shoppers during electronic commerce, the method encouraging and motivating the shoppers to make a donation to a charitable cause, the method comprising the steps of:

hosting a website having information about a fundraising campaign or an organization;

one or more electronic catalogs listing one or more items or events that are available for purchase by the on-line shoppers through the web site;

browsing through the catalog and selecting one or more items that are to be purchased;

purchasing one or more selected items;

adding the selected items to a shopping cart;

20 providing billing information;

providing information regarding one or more charities, the information intended to encourage and motivate shoppers to make a charitable donation;

providing one or more suggestions on the amount of donation, the suggestions intended to encourage and motivate a shopper to make a donation; determining whether to make a voluntary donation to the charitable cause; and making a donation to the charitable cause.

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21. The method as recited in claim 20, further comprising the step of viewing and changing the quantities of items in the shopping cart.

10 22. The method as recited in claim 20, further comprising the step of displaying one or more virtual plaques honoring donors.

23. The method as recited in claim 22, further comprising the step of updating the virtual plaques when a donation is made.

15 24. The method as recited in claim 20, further comprising the step of providing information about the amount of money the fundraising campaign intends to raise and the plans regarding the amount raised.

20 25. The method as recited in claim 20, further comprising the step of suggesting a donation amount that will allow the charity to reach its goals.

26. The method as recited in claim 20, further comprising the step of providing information about the average amount of donation from prior donors.

27. The method as recited in claim 20, further comprising the step of providing reviews written by prior donors about the charitable cause and their donation.

5 28. The method as recited in claim 20, further comprising the step of allowing donors to write reviews about the charitable cause and their donation.

29. The method as recited in claim 20, further comprising the step of identifying the geographic location of a donor.

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30. The method as recited in claim 29, further comprising the step of providing information about charitable activities that the charity is involved in the donor's location.

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31. The method as recited in claim 30, further comprising the step of providing a record of the donor's prior donation history.

32. The method as recited in claim 20, further comprising the step of providing information about the donor's prior donation amount.

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33. The method as recited in claim 20, further comprising the step of suggesting a donation amount that is a predetermined percentage of the total amount of purchase.

34. The method as recited in claim 20, further comprising the step of providing information about the amount of donation made by the donor's friends, family or co-workers.

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35. The method as recited in claim 20, wherein the organization is a charitable organization.

36. The method as recited in claim 20, wherein the organization is a political action committee.

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37. The method as recited in claim 20, wherein the organization is a political organization.

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38. The method as recited in claim 20, further comprising the step of providing a report having tax-related information, the report including the amount of charitable donation and the amount that is tax deductible.

39. The method as recited in claim 20, further comprising the step of e-mailing the report to the donor.

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40. A method for soliciting charitable donation for an organization or a person from on-line shoppers during electronic commerce, the method encouraging and

motivating the shoppers to make a donation to a charitable cause, the method comprising the steps of:

hosting a website having information about a fundraising campaign or an organization;

5 one or more electronic catalogs listing one or more items or events that are available for purchase by the on-line shoppers through the web site;

browsing through the catalog and selecting one or more items that are to be purchased;

purchasing one or more selected items;

10 determining whether to make a voluntary donation to the charitable cause; and making a donation to the charitable cause.

41. The method as recited in claim 40, further comprising the step of providing one or more suggestions on the amount of donation, the suggestions intended to
15 encourage and motivate a shopper to make a donation.

42. The method as recited in claim 1, further comprising the step of selecting an option to not donate to a charity.

20 43. The method as recited in claim 20, further comprising the step of selecting an option to not donate to a charity.